



**Gender Equality
in the Workplace
TOOLKIT**

RESOURCE

Messaging Guide: Promoting Gender Equity in the Workplace

Applying a gender lens to support dismantling structural and cultural barriers that prevent gender equality is important to progress implementing the Gender Equality Act in Victoria. Effective communication is critical to this process.

This messaging guide has been developed to assist key personnel to discuss and promote a commitment to promoting gender equity and preventing all forms of family violence in the workplace.

KEY MESSAGE #1

Leadership is committed to undertaking a Gender Equity (GE) Project to review our policies, practices and culture to support and promote GE in our workplace

Focus on while leadership commitment is essential to create a culture of gender equity, diversity and respect in the workplace, there is a role for all staff to play.

KEY MESSAGE #2

The GE Project aligns with Victoria's commitment to preventing family violence and safe and strong strategy

Focus on Victoria's response to Royal Commission and the Gender Equality Act (2020) which aims to proactively progress gender equality in the public sector and local government.

KEY MESSAGE #3

Your voices and experiences are essential to inform futures strategies and action plans

Focus on the importance of staff participation. Explain this project will unearth where practices may privilege or disadvantage one gender over another, and establish a baseline to track progress over time.

KEY MESSAGE #4

The GE Project, including the staff survey, is evidence-based and best practice

Focus on highlighting the GE project and survey questions align with the Our Watch Workplace Equality and Respect Standards and indicators. Our Watch is the national peak body mandated to stop violence before it happens and prevent all forms of violence against women and children. Their work is based on sound international and national research and diverse partnerships.

KEY MESSAGE #4

This work is not new to workplaces

Focus on highlighting existing organisational strategies, plans and policies that best serve the community and promote gender equality and a culture where all women and children are safe and respected.

WHAT IS THE DIFFERENCE BETWEEN EQUITY AND EQUALITY?

Equity is giving everyone what they need to be successful. Equality is treating everyone the same. Equality aims to promote fairness, but it can only work if everyone starts from the same place and needs the same help - WHO 2014